

Analisis pengaruh penggunaan atribut Moto GP terhadap keputusan pembelian konsumen produk sepeda motor di Indonesia (studi terhadap merek Yamaha di Indonesia) = Analyzing the effect in using MotoGP's attributes towards Indonesian consumer buying decision in motorcycle product (a study towards Yamaha brand in Indonesia)

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Abstrak

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Kepopuleran balap motor MotoGP di Indonesia membuat PT. Yamaha Indonesia Motor Manufacturing memutuskan untuk memelopori strategi pemasaran baru dengan memanfaatkan kepopuleran dari MotoGP tersebut. Strategi tersebut berupa penggunaan atribut MotoGP pada produk sepeda motor Yamaha di Indonesia. Atribut MotoGP ini terdiri dari penggunaan livery/stripping dengan desain grafis khusus pada beberapa varian produk sepeda motor Yamaha, aksesoris, dan juga cara yang beriklan dari merek sepeda motor Yamaha Indonesia. Untuk mengetahui bagaimana atribut MotoGP ini dapat menarik perhatian konsumen, maka atribut MotoGP ini dikaji dengan teori keputusan pembelian, yang membuktikan bahwa atribut MotoGP tersebut terbukti dapat mempengaruhi keputusan pembelian konsumen sepeda motor di Indonesia, yang merupakan fans terbesar MotoGP di dunia.

ABSTRACT
The popularity of MotoGP in Indonesia encourages PT. Yamaha Indonesia Motor Manufacturing (PT. YIMM) to pioneer a new kind of marketing strategy that advantages from that popularity. The strategy is using MotoGP attribute on the product that Yamaha produce in Indonesia. These MotoGP attributes consist of special livery/stripping that used in several motorcycle model, accessories, and the way of advertising that Yamaha used in Indonesia. To know how these MotoGP attributes can attract the consumer attention in Indonesia, it's analyzed using buying decision theory, which proves that these attributes really can affect the buying decision of the motorcycle consumer in Indonesia, which are the biggest MotoGP fans in the world.; The popularity of MotoGP in Indonesia encourages PT. Yamaha Indonesia Motor Manufacturing (PT. YIMM) to pioneer a new kind of marketing strategy that advantages from that popularity. The strategy is using MotoGP attribute on the product that Yamaha produce in Indonesia. These MotoGP attributes consist of special livery/stripping that used in several motorcycle model, accessories, and the way of advertising that Yamaha used in Indonesia. To know how these MotoGP attributes can attract the consumer attention in Indonesia, it's analyzed using buying decision theory, which proves that these attributes really can affect the buying decision of the motorcycle consumer in Indonesia, which are the biggest MotoGP fans in the world., The popularity of MotoGP in Indonesia encourages PT. Yamaha Indonesia Motor Manufacturing (PT. YIMM) to pioneer a new kind of marketing strategy that advantages from that popularity. The strategy is using MotoGP attribute on the product that Yamaha produce in Indonesia. These MotoGP attributes consist of special livery/stripping that used in several motorcycle model, accessories, and the way of advertising that Yamaha used in Indonesia. To know how these MotoGP attributes can attract the consumer attention in Indonesia, it's

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